

What is claimed is:

1. A holder for supporting the handles of plastic grocery bags in the palm of a human hand, said holder comprising a flat longitudinally extending base having laterally opposed side edges and opposed upper and lower flat surfaces, a pair of flat sidewalls having opposed outer and inner surfaces upstanding from and connected to the base side edges, said base of a lateral extent so as to enable said holder to be grasped by the cupped configuration of the palm of a human hand such that one base side edge is disposed along the fleshy pads where the fingers of a human hand connect to the palm thereof and 5 the other base side edge is disposed along the palm crease located generally along the knuckle line of the human hand and wherein the outer surfaces of said sidewalls respectively contact the heel of the thumb and the inner surfaces of the fingers of a human hand and wherein upper surfaces of said base and said sidewalls form a recess for supporting the handles of plastic grocery bags.
2. The holder set forth in claim 1, said base including opposed peripheral edge portions each inwardly arcuately-shaped cutouts, the handles of plastic grocery bags adapted to extend into said cutouts to resist slippage across said base peripheral edge portions when supported by the human hand as when 5 the user carries groceries in said plastic bags.

3. The holder set forth in claim 1, said sidewalls of a generally semi circular shape.

4. The holder set forth in claim 1, said base being approximately 1 inch wide and said sidewalls upwardly extending approximately 1- $\frac{3}{4}$  inches in height in their normal angular disposition to said base.

5. A foldable paperboard blank for use as a holder for plastic grocery bags comprising, a flat member having a generally circular peripheral edge formed from thin stiff paperboard stock and having upper and lower opposed surfaces, a pair of laterally opposed generally parallel longitudinally extending chordal recesses die punch formed into the lower surface thereof to form weakened lines along said lower surface recesses and bunched material lines along those portions of the upper surface superposed with respect to said recesses, said recesses defining a flat generally elongated base and a pair of sidewalls on either side thereof such that the sidewalls may be upwardly rotated about said base to an upright position generally normal to said base, said rotation facilitated by said weakened lines and simultaneously resisted by said bunched material lines such that the sidewalls resist flattening contact with each other so as to resist creasing and maintain the flat configuration of said base.

6. The blank set forth in claim 5 wherein said base includes opposed peripheral edge portions each inwardly arcuately shaped.

7. The blank set forth in claim 5 wherein the diameter of said blank is approximately 4- $\frac{1}{2}$  inches and the width of said base is approximately 1 inch.

8. A holder for supporting the handles of plastic grocery bags, said holder adapted for receipt in the generally U-shaped area of a human hand when such hand is upwardly cupped, said holder including a flat generally elongated base and a pair of flat sidewalls on either side thereof, said sidewalls upwardly extending from said base to an in use position generally normal to said base, said holder formed of a thin generally circular and flat paperboard material blank having opposed upper and lower surfaces wherein said lower surface includes a pair of parallel weakened material chordal lines which define the extent of said base and enable said sidewalls to upwardly rotate about said base to their in use elevated position.

9. The holder set forth in claim 8, wherein said base is approximately 1 inch wide.

10. The holder set forth in claim 9, wherein said sidewalls are generally semi circular and extend approximately 1- $\frac{3}{4}$  inches in height at a central point thereof.